

ABSTRACT

[72] Certain embodiments of the invention may be found in a method and system for sales process configuration. In accordance with an aspect of the invention, in response to an opportunity to create a sales process, a sales process configurator may be adapted to determine at least one context associated with the opportunity. At least one step may be discovered based on the least one context and at least one sales activity may be discovered based on the context. The sales process configurator may be adapted to combine one or more of the discovered steps and/or one or more discovered sales activities to create the sales process. In an embodiment of the invention, the discovery of one or more steps and/or the discovery of one or more activities may be achieved dynamically by the sales process configurator.